

	Checklist for Reporting Results of Internet E-Surveys (CHERRIES)		
Item Category	Checklist Item	Explanation	
Design			
	Describe survey design	Describe target population, sample frame. Is the sample a convenience sample? (In “open” surveys this is most likely.)	We wanted a broadly representative sample of the Canadian adult general population. We used a market research company to provide us with this sample
IRB (Institutional Review Board) approval and informed consent process			
	IRB approval	Mention whether the study has been approved by an IRB.	Yes- approval from UBC behavioural ethics
	Informed consent	Describe the informed consent process. Where were the participants told the length of time of the survey, which data were stored and where and for how long, who the investigator was, and the purpose of the study?	Participants could read about the survey, its purpose, how their data would be stored and used, who the investigator was, and call a number for further information. After this, respondents had to consent by clicking “approve” at the bottom of the consent screen
	Data protection	If any personal information was collected or stored, describe what mechanisms were used to protect unauthorized access.	No identifiable information was collected beyond an ID that the market research company uses to link to participants. The data was stored on a secure database at a UBC server
Development and pre-testing			
	Development and testing	State how the survey was developed, including whether the usability and technical functionality of the electronic questionnaire had been tested before fielding the questionnaire.	The survey went through 2 stages of development. The first phase sought relevant questionnaires and created new questions and was piloted with the team. Revised versions were tested in 3 focus groups of the general population. A revised version from this was then used in the main survey
Recruitment process and description of the sample having access to the questionnaire			
	Open survey versus closed survey	An “open survey” is a survey open for each visitor of a site, while a closed survey is only open to a sample which the investigator knows (password-protected survey).	The survey was open only to participants invited from the market research panel whose quota was not already full.
	Contact mode	Indicate whether or not the initial contact with the potential participants was made on the Internet. (Investigators may also send out questionnaires by mail and allow for Web-based data entry.)	The initial contact was an email from the market research company
	Advertising the survey	How/where was the survey announced or advertised? Some examples are offline media (newspapers), or online (mailing lists – If yes, which ones?) or banner ads (Where were these banner ads posted and what did they look like?). It is important to know the wording of the announcement as it will heavily influence who chooses to participate. Ideally the survey announcement should be published as an appendix.	The survey was advertised by the email from the market research company. Panelists receive many emails like this for surveys
Survey administration			
	Web/E-mail	State the type of e-survey (eg, one posted on a Web site, or one sent out through e-mail). If it is an e-mail survey, were the responses entered	Web survey

		manually into a database, or was there an automatic method for capturing responses?	
	Context	Describe the Web site (for mailing list/newsgroup) in which the survey was posted. What is the Web site about, who is visiting it, what are visitors normally looking for? Discuss to what degree the content of the Web site could pre-select the sample or influence the results. For example, a survey about vaccination on a anti-immunization Web site will have different results from a Web survey conducted on a government Web site	N/A
	Mandatory/voluntary	Was it a mandatory survey to be filled in by every visitor who wanted to enter the Web site, or was it a voluntary survey?	Participants could choose to complete the survey or not
	Incentives	Were any incentives offered (eg, monetary, prizes, or non-monetary incentives such as an offer to provide the survey results)?	Participants gain points for completing surveys that they can use towards prizes and are also entered into prize draws
	Time/Date	In what timeframe were the data collected?	The data was collected in 2 waves 2 months apart, each over 3 weeks.
	Randomization of items or questionnaires	To prevent biases items can be randomized or alternated.	The questions were not randomized
	Adaptive questioning	Use adaptive questioning (certain items, or only conditionally displayed based on responses to other items) to reduce number and complexity of the questions.	Adaptive questioning was not used
	Number of Items	What was the number of questionnaire items per page? The number of items is an important factor for the completion rate.	All questions fit an average screen without scrolling. This averaged between 5 and 10 questions per page
	Number of screens (pages)	Over how many pages was the questionnaire distributed? The number of items is an important factor for the completion rate.	The total survey was 30 pages
	Completeness check	It is technically possible to do consistency or completeness checks before the questionnaire is submitted. Was this done, and if “yes”, how (usually JavaScript)? An alternative is to check for completeness after the questionnaire has been submitted (and highlight mandatory items). If this has been done, it should be reported. All items should provide a non-response option such as “not applicable” or “rather not say”, and selection of one response option should be enforced.	All questions had to be completed. We did not use any consistency checks.
	Review step	State whether respondents were able to review and change their answers (eg, through a Back button or a Review step which displays a summary of the responses and asks the respondents if they are correct).	Respondents were able to go back and review questions.
Response rates			

	Unique site visitor	If you provide view rates or participation rates, you need to define how you determined a unique visitor. There are different techniques available, based on IP addresses or cookies or both.	N/A
	View rate (Ratio of unique survey visitors/unique site visitors)	Requires counting unique visitors to the first page of the survey, divided by the number of unique site visitors (not page views!). It is not unusual to have view rates of less than 0.1 % if the survey is voluntary.	N/A
	Participation rate (Ratio of unique visitors who agreed to participate/unique first survey page visitors)	Count the unique number of people who filled in the first survey page (or agreed to participate, for example by checking a checkbox), divided by visitors who visit the first page of the survey (or the informed consents page, if present). This can also be called “recruitment” rate.	The email was sent out in waves of approximately 5,000 participants, with 7 waves (35,000) until completion. However, not all 35,000 will have read the email, and some may have tried to start the survey but may have reached the quota.
	Completion rate (Ratio of users who finished the survey/users who agreed to participate)	The number of people submitting the last questionnaire page, divided by the number of people who agreed to participate (or submitted the first survey page). This is only relevant if there is a separate “informed consent” page or if the survey goes over several pages. This is a measure for attrition. Note that “completion” can involve leaving questionnaire items blank. This is not a measure for how completely questionnaires were filled in. (If you need a measure for this, use the word “completeness rate”.)	Of the 9363 individuals that clicked to the first page 6780 (72%) completed the 1st page. Nearly all of non completers did not go beyond the 1st info page – only 2 stopped at the consent page.
Preventing multiple entries from the same individual			
	Cookies used	Indicate whether cookies were used to assign a unique user identifier to each client computer. If so, mention the page on which the cookie was set and read, and how long the cookie was valid. Were duplicate entries avoided by preventing users access to the survey twice; or were duplicate database entries having the same user ID eliminated before analysis? In the latter case, which entries were kept for analysis (eg, the first entry or the most recent)?	The market research company carefully checks for duplicate respondents. Participants clicked on a link to our survey that included their unique ID. This meant they could only answer once
	IP check	Indicate whether the IP address of the client computer was used to identify potential duplicate entries from the same user. If so, mention the period of time for which no two entries from the same IP address were allowed (eg, 24 hours). Were duplicate entries avoided by preventing users with the same IP address access to the survey twice; or were duplicate database entries having the same IP address within a given period of time eliminated before analysis? If the latter, which entries were kept for analysis (eg, the first	The market research company carefully checks for duplicate respondents. They check for multiple IP addresses.

		entry or the most recent)?	
	Log file analysis	Indicate whether other techniques to analyze the log file for identification of multiple entries were used. If so, please describe.	N/A
	Registration	In “closed” (non-open) surveys, users need to login first and it is easier to prevent duplicate entries from the same user. Describe how this was done. For example, was the survey never displayed a second time once the user had filled it in, or was the username stored together with the survey results and later eliminated? If the latter, which entries were kept for analysis (eg, the first entry or the most recent)?	Participants clicked on a link to our survey that included their unique ID. This meant they could only answer once
Analysis			
	Handling of incomplete questionnaires	Were only completed questionnaires analyzed? Were questionnaires which terminated early (where, for example, users did not go through all questionnaire pages) also analyzed?	Very few non completers provided any information (stopping at the first page) so we did not compare completers to non completer
	Questionnaires submitted with an atypical timestamp	Some investigators may measure the time people needed to fill in a questionnaire and exclude questionnaires that were submitted too soon. Specify the timeframe that was used as a cut-off point, and describe how this point was determined.	N/A
	Statistical correction	Indicate whether any methods such as weighting of items or propensity scores have been used to adjust for the non-representative sample; if so, please describe the methods.	We had no reason to expect differences in respondents and no data to allow us to adjust anyway.